



# WHITE HOUSE INITIATIVE ON ASIAN AMERICANS AND PACIFIC ISLANDERS

## U.S. Department of Transportation (DOT) Plan

### STRATEGIES FOR ASIAN AMERICAN & PACIFIC ISLANDER (AAPI) COMMUNITIES

**GOAL 1: Increase participation from the AAPI community on key areas related to DOT policies and programs.**

**Objective 1.1:** Conduct regular outreach to AAPI community on DOT related issues.

1. Maintain and update database of national and regional AAPI organizations.	Year 1	Office of the Secretary of Transportation (OST) Bryna Helfer  Phone: 202-3666-4146 Email: Bryna.Helfer@dot.gov	a. Summary of organizations completed; Timetable set for regular updates. b. Seek advice from Stakeholders about DOT related concerns annually – compile report. c. Create opportunities for AAPI involvement in DOT events at the national, state, and local levels.
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**Objective 1.2:** Increase AAPI presence on Federal Advisory Councils.

Strategy	Timeframe	Driver/Contact Info	Performance Outcomes
1. Identify opportunities for Stakeholder participation.	Year 1	OST Name: David Kim Phone: (202) 366-9801 E-mail: David.Kim@dot.gov	a. Generate list of opportunities.

**Objective 1.3:** Increase opportunities for AAPI input into DOT related issues at the national, state, and local levels.

Strategy	Timeframe	Driver/Contact Info	Performance Outcomes
1. Conduct targeted outreach to the AAPI regarding key rules and regulations. 2. Conduct training and educational	Years 1- 2	OST Name: Bryna Helfer Phone: 202-366-4146 Email: Bryna.Helfer@dot.gov	a. Identified opportunities for AAPI input. b. Number of training sessions and participants. c. Number of local communities working with AAPI communities during planning process.



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sessions for AAPI leaders on DOT programs and policies, including the local Public Involvement process.		<p>Federal Highway Administration (FHWA)</p> <p>James Cheatham</p> <p>Phone: 202-366-0106</p> <p>Email: james.cheatham@dot.gov</p> <p>Federal Transit Administration (FTA)</p> <p>Charles Goodman</p> <p>Phone: 202-366-1944</p> <p>Email: Charles.Goodman@dot.gov</p>	
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**Objective 1.4:** Increase the number of AAPIs with access to linguistically appropriate resources by operating administration.

Strategic Activity	Timeframe	Driver/Contact Info	Performance Outcomes
1. Continue the efforts of the Limited English Proficiency (LEP) Working Group to complete a limited English proficiency plan for DOT services and confer with Department of Justice (Federal Coordination & Compliance Section)	Years 1-2	<p>OST/Departmental Office of Civil Rights (DOCR) Name: Joe Austin Phone: (202) 366-9992 Email: Joseph.Austin@dot.gov</p> <p>FHWA Name: Candace Groudine Phone: (202) 366-4634 E-mail: Candace.Groudine@dot.gov</p> <p>FTA Name: Cheryl Hershey Phone: (202) 366-6161 E-mail: Cheryl.Hershey@dot.gov</p> <p>National Highway Transit Safety Administration (NHTSA) Name: Lori Millen Phone: 202.366.9742 Email: Lori.Millen@dot.gov</p>	<p>a. Plan completed.</p> <p>b. Plan posted for public viewing.</p> <p>c. Information made available in appropriate languages to populations with LEP in compliance with Executive Order 13166.</p>



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Strategic Activity	Timeframe	Driver/Contact Info	Performance Outcomes
2. Identify Agency materials that reach an AAPI audience and monitor to ensure that materials are culturally and linguistically appropriate.	Years 1-2	FHWA Name: Candace Groudine Phone: (202) 366-4634 E-mail: Candace.Groudine@dot.gov	a. Translate Agency materials into the appropriate AAPI languages pursuant to the DOT LEP Plan.
3. Use Geographic Information System (GIS) to overlay AAPI populations with DOT's discretionary grant awards and other non-formula funds ( <i>e.g.</i> , Transportation Investments Generating Economic Recovery (TIGER), New Starts, Urban Circulator, TIGGER)		FTA Name: Cheryl Hershey Phone: (202) 366-6161 E-mail: Cheryl.Hershey@dot.gov	b. Provide culturally and linguistically appropriate materials in and around identified minority communities in all the appropriate languages.
		NHTSA Name: Lori Millen Phone: 202.366.9742 Email: Lori.Millen@dot.gov	c. Develop programs to aid State DOT's, Metropolitan Planning Organizations, local public agencies, and State law enforcement agencies to identify AAPI communities through available off-the-shelf demographic identification software programs and subsequently develop targeted improvement programs to address key issues.  d. Develop "Safe Route to School Program" component for minority communities.



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**GOAL 2: Increase the AAPI community's access to DOT Disadvantaged Business Enterprise opportunities.**

**Objective 2.1:** Ensure that funding/contracting opportunities reach the AAPI community by 2012.

Strategic Activity	Timeframe	Driver/Contact Info	Performance Outcomes
2. Design a process that will ensure that funding opportunities reach the appropriate AAPI communities.	Years 1-2	Office of Small and Disadvantaged Business Utilization Name: Brandon Neal Phone: (202) 493-0347 E-mail: Brandon.Neal@dot.gov  FTA Name: Cheryl Hershey Phone: (202) 366-6161 E-mail: Cheryl.Hershey@dot.gov	a. As part of DOT's marketing plan, approach AAPI organizations and stakeholders with suggestions, including use of social media ( <i>e.g.</i> , Twitter, Facebook), for advising their communities about opportunities, b. Establish relationships on local level through regional offices and divisions. c. Collaborate with universities, colleges, consultants, and small business departments to develop programs to help provide funding opportunities to the appropriate communities.



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**Objective 2.2:** Ensure that meaningful metrics are incorporated to encourage the inclusion of minority communities.

Strategic Activity	Timeframe	Driver/Contact Info	Performance Outcomes
1. Consult with AAPI Stakeholders on best practices.	Year 1	<p>FHWA Name: Candace Groudine Phone: (202) 366-4634 E-mail: Candace.Groudine@dot.gov</p> <p>FTA Name: Cheryl Hershey Phone: (202) 366-6161 E-mail: Cheryl.Hershey@dot.gov</p> <p>NHTSA Name: Lori Millen Phone: 202.366.9742 Email: Lori.Millen@dot.gov</p>	<p>a. Coordinate with OST to access a list of national and regional Stakeholders.</p> <p>b. Determine the major informational channels for distribution to the AAPI community.</p> <p>c. Use language that resonates best with AAPI community.</p>



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#### GOAL 3: Promote messages to the AAPI communities about DOT's Safety Campaigns.<sup>1</sup>

**Objective 3.1:** Create a communication plan that promotes messaging to AAPI communities about DOT's Safety Campaigns.

Strategic Activity	Timeframe	Driver/Contact Info	Performance Outcomes
1. Identify research and communications strategies to understand the priorities of AAPI communities.	Year 1	<p>FHWA Name: King Gee Phone: (202) 366-0370 E-mail: King.Gee@dot.gov</p> <p>FTA Name: Sean Libberton Phone: (202) 366-5112 E-mail: Sean.Libberton@dot.gov</p> <p>Name: Vince Valdes Phone: (202) 366-3052 E-mail: Vince.Valdes@dot.gov</p> <p>NHTSA Name: Lori Millen Phone: 202.366.9742 Email: Lori.Millen@dot.gov</p>	a. Draft Strategic Communications Plan for AAPIs.

<sup>1</sup> Improving safety and promoting livable communities are top priorities for DOT. One of DOT's high-priority goals is to reduce the rate of highway fatalities. We are committed to fostering a safety culture in our Nation and encouraging our partners, stakeholders, and the public to redouble their efforts to reduce transportation-related fatalities and injuries and make our Nation's transportation system the safest in the world. DOT is improving the livability of our Nation's communities by making transportation a more integral part of our communities. A strategic communication plan will ensure that that these goals will be communicated to AAPI communities nationwide.



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Strategic Activity	Timeframe	Driver/Contact Info	Performance Outcomes
2. Ensure that safety research and investigations address diverse AAPI communities, as appropriate.	Years 1-2	<p>FHWA Name: King Gee Phone: (202) 366-0370 E-mail: King.Gee@dot.gov</p> <p>FTA Name: Sean Libberton Phone: (202) 366-5112 E-mail: Sean.Libberton@dot.gov</p> <p>Name: Vince Valdes Phone: (202) 366-3052 E-mail: Vince.Valdes@dot.gov</p> <p>NHTSA Name: Lori Millen Phone: 202.366.9742 Email: Lori.Millen@nhtsa.dot.gov</p>	a. Initiate safety research programs geared towards law enforcement, State DOTs, and State universities to study the complexity of differing communication mechanisms for improving safety and the safety message for diverse communities.



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Strategic Activity	Timeframe	Driver/Contact Info	Performance Outcomes
3. Use Strategic Communication Plan to create messages within one departmental safety campaign that promotes awareness in AAPI community.	Years 1-2	<p>FHWA Name: King Gee Phone: (202) 366-0370 E-mail: King.Gee@dot.gov</p> <p>FTA Name: Sean Libberton Phone: (202) 366-5112 E-mail: Sean.Libberton@dot.gov</p> <p>Name: Vince Valdes Phone: (202) 366-3052 E-mail: Vince.Valdes@dot.gov</p> <p>NHTSA Name: Lori Millen Phone: 202.366.9742 Email: Lori.Millen@dot.gov</p>	<p>a. DOT Safety Campaign with targeted messaging to AAPIs.</p> <p>b. Study best practices of local public agencies of cities such as San Francisco, Los Angeles, New York, and others to understand what has already been done to communicate and improve safety in diverse communities, and share these best practices nationwide.</p> <p>c. Create a pilot program by identifying three (3) jurisdictions with emerging AAPI communities for outreach on DOT services.</p>



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### U.S. Department of Transportation (DOT) Plan

**GOAL 4: Foster the recruitment, career development, and advancement of AAPIs in the Federal Government.**

**Objective 4.1:** Increase the participation of AAPIs in the applicant pool for departmental internship, fellowship, and work-study programs.

Strategic Activity	Timeframe	Driver/Contact Info	Performance Outcomes
1. Develop plan to increase participation of AAPIs in applicant pool for departmental internships, fellowships, and work-study programs, pursuant to Management Directive-715 (MD-715) and Federal Equal Opportunity Recruitment Plan (FEORP).	Years 1-2	<p>Human Resources FHWA Name: Pat Toole Phone: (202) 366-1149 Email: Pat.Toole@dot.gov</p> <p>FTA Name: Susan Camarena Phone: (202) 493-0202 E-mail: Susan.Camarena@dot.gov</p> <p>OST Name: Brenda Adams Phone: (202)366-1779 E-mail: Brenda.Adams@dot.gov</p>	<p>a. Participation plan developed.</p> <p>b. Participation rate of AAPIs in departmental internships, fellowships, and work-study programs evaluated.</p> <p>c. Recruitment of AAPIs through the Presidential Management Fellows program assessed.</p> <p>d. Establish Memorandums of Understanding with AAPI organizations (<i>e.g.</i>, Conference on Asian Pacific American Leadership and Federal Asian Pacific American Council).</p>



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**Objective 4.2:** Increase the recruitment of AAPIs for management positions and identify potential barriers for selection into the Senior Executive Service (SES).

Strategic Activity	Timeframe	Driver/Contact Info	Performance Outcomes
1. Increase recruitment of AAPIs for leadership activities pursuant to MD-715 and FEORP.	Years 1-2	<p>FHWA Name: Pat Toole Phone: (202) 366-1149 E- mail: Pat.Toole@dot.gov</p> <p>FTA Name: Susan Camarena Phone: (202) 493-0202 E-mail: Susan.Camarena@dot.gov</p> <p>OST Name: Brenda Adams Phone: 202.366.1779 E-mail: Brenda.Adams@dot.gov</p>	<p>a. Mid-Level Skills and Management Development Programs developed and implemented.</p> <p>b. SES Candidate Development Program initiated or expanded.</p> <p>c. New general employee training and development programs developed.</p> <p>d. Skills development opportunities/assignments for professional advancement provided.</p> <p>e. Agency-wide mentoring program organized and implemented.</p> <p>f. Review of outreach/hiring practice by managers and supervisors completed.</p>



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Strategic Activity	Timeframe	Driver/Contact Info	Performance Outcomes
2. Analyze underrepresentation and barrier causes pursuant to Equal Employment Opportunity Commission's Management Directive-715.	Ongoing	Departmental Office of Civil Rights Name: Camille Hazeur Phone: (202) 366-4648 E-mail: Camille.Hazeur@dot.gov  Civil Rights Offices of all Operating Administrations of DOT	a. Barrier and Adverse Impact Analysis conducted Agency-wide to determine where possible barriers are to increasing the numbers of AAPIs b. Under representation analyses conducted for AAPI participation rates at the mid-level and SES levels completed. c. AAPI under representation at the mid- and senior-level positions assessed. d. Assess under representation in major job occupations. e. Advancement, pipeline flow, and retention of AAPIs monitored and analyzed. f. AAPI promotion selection rates and patterns analyzed.



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**Objective 4.3:** Partner with Asian American Native American Pacific Islanders Serving Institutions (AANAPISIs).

Strategic Activity	Timeframe	Driver/Contact Info	Performance Outcomes
1. Pursue new partnerships with AANAPISIs for internship programs.	Years 1-2	FTA Name: Susan Camarena Phone: (202) 493-0202 E-mail: Susan.Camarena@dot.gov  OST Name: Brenda Adams Phone: 202.366.1779 E-mail: Brenda.Adams@dot.gov	a. Send notice of the DOT internship opportunities to AANAPISIs. b. Pursue partnerships via regional offices and Small Business Transportation Resource Centers. c. Place qualified interns.
2. Ensure that opportunities reach AAPI communities.	Year 1	FTA Name: Susan Camarena Phone: (202) 493-0202 E-mail: Susan.Camarena@dot.gov  Name: Cheryl Hershey Phone: (202) 366-6161 E-mail: Cheryl.Hershey@dot.gov  OST Name: Brenda Adams Phone: 202.366.1779 E-mail: Brenda.Adams@dot.gov	a. Distribution list of AANAPISIs created. b. Add to outreach plan – make regional connections through DOT field offices. c. Ensure information is directly focused to AANAPISIs.